

# Branch Basics Case Study



## At a glance

Without a clear growth strategy or internal infrastructure to manage Amazon effectively, Branch Basics struggled to gain meaningful traction or scale its revenue on the platform.

## Key metrics

These metrics highlight the tangible outcomes of our Amazon Strategy — direct results from regaining brand control which drove scalable revenue growth and improving conversion rate.

**\$100K- \$1M**

Revenue in 14 Months

**25-50%**

Increased conversion  
Rate

**3.3- 5.6**

ROAS Increase



**AXIS BRANDS**

A PARTNER YOU CAN  
TRUST

## CHALLENGES

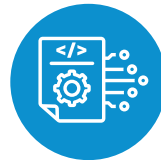


Branch Basics, a rapidly growing clean-ingredient brand, faced significant challenges on the Amazon marketplace. Despite being on the platform for over two years, the brand was generating only \$100,000 in annual sales and had lost control of its presence due to a high volume of unauthorized third-party sellers. These sellers disrupted pricing consistency, diluted brand representation, and compromised the customer experience.

## SOLUTIONS



**Removing  
Unauthorized  
Sellers**



**Rebuilding Brand  
on Amazon**



**PPC  
Management**

## BENEFITS



1

### Benefits One

Sole Authorized Seller on Amazon - Enabled Direct-to-Consumer Sales at Manufacturer Pricing, Resulting in Significantly Improved Profit Margins

2

### Benefits Two

Consistent Brand Representation - Ensured all product listings, messaging, and visual assets reflected the brand's identity accurately across the marketplace.

3

### Benefits Three

Increased Consumer Trust - Higher conversion rates. Improved Customer Service - Reduced confusion and complaints by centralizing order fulfillment, returns, and communication under a single, reliable seller.